

ITL Social Media Guidelines and Policies

Goals

- Engage ITL customers and contacts to enhance the ITL brand image
- Build ITL's visibility in the tower lighting industry
- Generate rapport with ITL Sales Team and IT Support
- Share helpful and timely industry information to educate, update, engage, and entertain
- Be consistent, authentic and true to the ITL values and brand
- Give readers positive feelings and generate goodwill for ITL

Policy

- All posts must be reviewed, approved, and scheduled in advance by designated ITL social media manager (Joe Dean)
- Posts must serve one or more of ITL's stated social media goals

- Sharing of posts originated by other partners or entities must also be reviewed and approved in advance and support ITL social media goals
- Should evidence of negative comments or trolling of ITL's social media platforms come to light, social media coordinators should report it immediately to the ITL social media manager and refrain from responding directly on the associated platform
- All posts should be developed in a manner that respects and protects the privacy of individuals; obtain any permissions that may be required before posting photos or making references to non-ITL employees
- All posts must protect the privacy of the client unless prior written approval is granted. We must refrain from identifying the owner of any structures (towers, buildings, wind farms,...).

Platforms

Facebook

Primary Responsibility for Posts Assigned to Cathy Ewing

- Calendar
- Schedule the posts for the week one week prior
- Assign responsibility for various posts among social media coordinators
- OK for posts on the same day, but at different times
- No more than 5 posts a week
- Time: 1:00 – 4:00 PM (best time for Facebook)
- Sunday morning is also a good time
- Posts should also be timed with industry events
- Content
- Videos (higher engagement than link posts and images)
- Links
- Images (Videos and photos receive 180% more engagement)

- Shares (most top-performing posts aren't original content; 1-2 sentences)
- Theme calendar (Tech Tuesdays and Fun Fridays?)
- Three ITL-specific and two business trend posts each week
- Business posts - industry news (to include sharing of posts from partners and membership/industry organizations)
- Keep posts short & sweet (100 to 250 characters receive 60% more likes)
- Find articles and stories that may have been buried because of Covid-19
- Encourage users and ITL employees to share/interact and repost
- Tracking/Reports
- Followers
- Comments

- Clicks
- Other actions
- Contact and engage Influencers
- Use hashtags for industry events in which ITL participates

LinkedIn

Primary Responsibility for Posts Assigned to Cathy Ewing

- Calendar
- Tuesday & Thursday
- Posts should also be timed with industry events
- Content
- ITL Promotions and Staffing News
- Professional networking
- Interest stories

- Industry features
- Articles that educate about ITL products
- ITL Product News and Announcements
- Job opportunities
- Media content pulled from other sources

Twitter

Primary Responsibility for Posts Assigned to Hannah King.

- Calendar
- Can be bridged to Instagram and/or Facebook post?
- Posts should also be timed with industry events
- Content

- Should always include a photo
- Any wording should be brief

Instagram

Primary Responsibility for Posts Assigned to Aaron Lensch.

- Calendar
- Coordinate with Facebook posts?
- Posts should also be timed with industry events
- Content
- Should always include a photo
- Any wording should be brief

Website

Primary Responsibility for Posts Assigned to Josh Crowne.

- Calendar
- Add and update content as needed; Joe Dean to monitor event information and provide to Josh in advance.
- Content

Include Latest News on Facebook and Recent Posts sections?